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DOCKET NO. MET1.0002

PATENT APPLICATION

## COMBINED DECLARATION AND POWER OF ATTORNEY FOR PATENT APPLICATION

As a below named inventor of an invention titled SYSTEM AND METHOD FOR BEHAVIORAL MODEL CLUSTERING IN TELEVISION USAGE, TARGETED ADVERTISING VIA MODEL CLUSTERING, AND PREFERENCE PROGRAMMING BASED ON BEHAVIORAL MODEL CLUSTERS. I hereby declare that

My residence, post office address and citizenship are as stated below next to my name,

I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled SYSTEM AND METHOD FOR BEHAVIORAL MODEL CLUSTERING IN TELEVISION USAGE, TARGETED ADVERTISING VIA MODEL CLUSTERING, AND PREFERENCE PROGRAMMING BASED ON BEHAVIORAL MODEL CLUSTERS the specification of which (check

one)			
	us attached heret		Application Serial Noand was amended on (or amended through) (if applicable)
as amended by any	I hereby state that I have amendment(s) referred to ab	reviewed and understand pove.	the contents of the above-identified specification, including the claims
Title 37, Code of Fe	I acknowledge the duty to ederal Regulations, Sec. 1.5	disclose information wh	ich is material to the examination of this application in accordance with
or inventor's certific before that of the ap	I hereby claim foreign pricate listed below and have a phication on which priority	lso identified below any fo	35, United States Code, Sec. 119 of any foreign application(s) for paten oreign application for patent or inventor's certificate having a filing date
Prior Foreign Appli		Priority Claimed	
Number Country	Day/Month/Year Filed	Yes No	
	I hereby claim priority be	enefits under Title 35, Uni	ted States Code Sec. 119(e) of the below listed United States provisional
application(s):			
60/260,745	January 9, 20	01	
Appln Serial No.	Filing Date	_	
by the first paragra	ct matter of each of the clair ph of Title 35, United State gulations, Sec. 1.56(a) which	ns of this application is no s Code, Sec. 112, I ackno	tates Code, Sec 120 of any Umited States application(s) listed below and of disclosed in the prior United States application in the manner provide by by by the duty to disclose material information as defined in Title 37 and date of the prior application and the national or PCT international film

Status (patented, Appln. Serial No. Filing Date

pending, abandoned)

## SHERMAN & SHERMAN

ATTORNEYS AT LAW DOCKET NO. MET1.0002

PATENT APPLICATION

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

I/(We) hereby appoint the following attorneys to prosecute this application and to transact all business in the Patent and Trademark Office connected therewith: KENNETH L. SHERMAN, Registration No. 33,783 of:

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with full power of substitution and revocation, to prosecute this application and to transact all business in the Patent and Trademark Office connected therewith, and all future telephone calls and correspondence should be directed and/or addressed to Kenneth L. Sherman, Sherman Full name of sole or first inventor: Isaac Bentolila Date: Inventor's signature: Residence: 2655 Keystone Avenue, Santa Clara, California 95051 Citizenship: Israel Post Office Address: Same as above Full name of sole or second inventor: Yıming Zhou Date: Inventor's signature: Residence: 4800 La Habra St., Union City, California 94587 Citizenship: British Post Office Address: Same as above Full name of sole or third inventor: Isaac Labeeb Ismail Date: Inventor's signature: Residence: 1369 Hyde Street #35, San Francisco, California 94109 Citizenship: Indian Post Office Address: Same as above Full name of sole or fourth inventor: Richard Humpleman Date: Inventor's signature: Residence: 343 Lower Vintners Circle, Fremont, California 94539 Citizenship: British Post Office Address: Same as above CERTIFICATE OF MAILING BY "EXPRESS MAIL" for Patents, Washington, D.C. 20231 (Type or print frame of person/mailing paper)
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